



**University of Missouri
NACMA Award Submission**

Category

**Single-Day Attendance Promotion
Women's Basketball**

Title

**Mizzou Women's Basketball 2004
Pack the Zou**



UNIVERSITY OF MISSOURI
DEPARTMENT OF ATHLETICS

Mizzou Arena
1 Champions Drive
Suite 200
Columbia, MO 65211
PHONE: (573) 882-6501

**Women's Basketball 2004 – Pack the Zou
Mizzou vs. Stanford – December 18, 2004
Mizzou Arena**

Award Category

Single-Day Attendance Promotion - Women's Basketball

Executive Summary

The *Pack the Zou* Women's Basketball promotional campaign targeted the game against Stanford on Saturday, December 18 at 4pm. The selling point of this promotion was that we were trying to sell out the Mizzou Arena thus reducing our price of admission to only \$1.

Implementation

The promotional campaign began in September with a tie-in to Volleyball ticket sales. A ticket package of \$2 (one ticket for a Volleyball match and one ticket for *Pack the Zou*) was on sale for all Department of Athletics contacts.

Every External Operations staff member was asked to contact everyone on their call list provided to them by the Marketing office, other business associates and contacts, personal contacts, etc., over the following three weeks.

All orders were placed using the appropriate order form and returned to the Marketing office for tracking and processing purposes. As in previous years, individuals and/or businesses were able to donate their tickets back to the department for distribution to mid-Missouri youth organizations and schools or they retained their tickets.

Individuals and businesses, who purchased 100 or more tickets, received a PA announcement with a video board display thanking them for their support. Those, who purchased 500 tickets or more, were able to display a banner in the arena during the game.

Results

- The attendance of 7,585 was the fourth largest crowd in Mizzou Women's Basketball history and the largest for the past two seasons.
- Over \$20,000 in single game ticket revenue was generated from this game, more than four times the regular amount.

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- More than 4,000 vouchers for a promotional ticket, distributed to fans as they left the *Pack the Zou* game, were redeemed at the next Women's Basketball game.

Conclusion

The *Pack the Zou* Women's Basketball game at Mizzou proved to be a significant revenue generator and provided a high level of exposure for the program as well. Not only did this event provide an electric atmosphere for one game, but it also served as a springboard for increased attendance at future home games.

Contact

Stephanie Menio
University of Missouri
Marketing Associate
573-882-0710
menios@missouri.edu



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Mizzou vs. Stanford – December 18, 2004
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Mizzou vs. #5 Stanford

Saturday, December 18th, 4pm

"Pack the Zou"



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